Test it before you try it

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Validating your content ideas

- If you have a list of ideas but you're not sure which of them would work best, there are a few ways you can find out

- **#1 Email people you know and ask for their opinion**

  - choose people with similar interests as your audience
  - ask people you pick from a list of ideas to see what's more popular
  - you can send them a link to a survey where you list the ideas

- **#2 Share links to content on Twitter/Facebook**

  - look for blog posts that are similar to your idea and share them to see what reactions you get

- **#3 Facebook ads A/B testing**

  - 70% of content sharing in general is happening on Facebook
  - the idea is to run Facebook ads on your headlines before you actually write the articles
  - make sure you target the right audience

- pick a generic image and write 3-4 headlines for the same idea
- link the ad to your blog or something related to your business
- A/B testing means Facebook will display all the options and you will see which one performed better based on the clickthrough rate
- you can use A/B testing for any other parts of your article, not only headlines